



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of: Manfred Bohn et al.

Serial No. 09/177,194

Filing Date: May 26, 1998

USE OF 1-HYDROXY-2-PYRIDONES
FOR THE TREATMENT OF
SEBORRHOIC DERMATITIS

DECLARATION OF STEVE BRADFORD

I, Steve Bradford, do hereby declare that:

1. I am Director of Marketing for Medicis Pharmaceutical Corporation ("Medicis"), a licensee under the above-identified patent application.
2. The attached spreadsheet reflects the new prescriptions (NRx) and total prescriptions (TRx) in thousands by the month for Loprox® Shampoo, its closest competitors and the market for a seborrheic dermatitis shampoo.
3. The percentages in the spreadsheet reflect the change as compared to the same month of the previous year.
4. I understand that Loprox® shampoo would be covered by several of the pending claims in the above-identified patent application.
5. As reflected on the attached spreadsheet, Loprox® Shampoo is a very successful product.
6. The total prescriptions per month in the market has remained approximately the same (about 240,000 prescriptions/month, see last row of the spreadsheet), but Loprox® Shampoo has been taking an increasing percentage of the market (in December 2004, 37,000 prescriptions).

12/3/05
JL